



WSOC-TV  
P.O. Box 37001  
Charlotte, NC 28237  
ph: (704) 335-4800  
fx: (704) 335-4960

Advertiser  
Agency  
Buyer  
Salesperson

Pol/Iss/NC Supreme Court Race (17043)  
Innovative Advertising (2144)  
GUERRA, HEIDI  
Telerep/Philadelphia, Philadelphia (1057)  
ph: (555) 555-5555

Invoice 645826  
Inv Date 10/28/2012  
Terms Net 30  
Contract 336636  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Innovative Advertising  
403 North Columbia Street  
Covington, LA 70433

AgM

Product Political - Issue (1068)  
Brand 1000 NC SUPR CT (139526)  
Acct Types National/Political  
Est/Headline 1000/06371426  
Demo  
Revision  
Comments

NC SUPREME COURT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal  
Package  
Gen. Date 10/31/2012 11:33:59AM

Charlotte (WSOC)

## DUPLICATE INVOICE

| Line | Type | Scheduled            | Schedule Days to Run         | Air Time             | Length | Program                                | Copy/ISC      | Amount    | Remarks |
|------|------|----------------------|------------------------------|----------------------|--------|--|---------------|-----------|---------|
| 1.0  | Spot | 4:30:00AM- 4:59:00AM | Per week (1),Mo,Tu,We,Th,Fr  | 10/16/12 4:38AM (Tu) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>4:30AM M-F | NCSC001BANJ0  | \$275.00  |         |
| 2.0  | Spot | 4:30:00AM- 4:59:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/15/12 4:44AM (Mo) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>4:30AM M-F | NCSC001BANJ0  | \$500.00  |         |
| 2.0  | Spot | 4:30:00AM- 4:59:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/16/12 4:51AM (Tu) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>4:30AM M-F | NCSC001BANJ0  | \$500.00  |         |
| 2.0  | Spot | 4:30:00AM- 4:59:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/17/12 4:40AM (We) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>4:30AM M-F | NCSC001BANJ02 | \$500.00  |         |
| 2.0  | Spot | 4:30:00AM- 4:59:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/18/12 4:43AM (Th) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>4:30AM M-F | NCSC001BANJ02 | \$500.00  |         |
| 2.0  | Spot | 4:30:00AM- 4:59:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/19/12 4:53AM (Fr) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>4:30AM M-F | NCSC001BANJ02 | \$500.00  |         |
| 3.0  | Spot | 4:30:00AM- 4:59:00AM | Day,M-1                      | 10/22/12 4:44AM (Mo) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>4:30AM M-F | NCSC001BANJ02 | \$275.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/15/12 4:59AM (Mo) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ0  | \$825.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/15/12 5:14AM (Mo) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ0  | \$825.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/16/12 4:59AM (Tu) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ0  | \$825.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/16/12 5:29AM (Tu) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ0  | \$825.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/17/12 4:57AM (We) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$825.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/17/12 5:22AM (We) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$825.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/18/12 4:59AM (Th) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$825.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/18/12 5:25AM (Th) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$825.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/19/12 4:57AM (Fr) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$825.00  |         |
| 4.0  | Spot | 5:00:00AM- 5:30:00AM | Per week (10),Mo,Tu,We,Th,Fr | 10/19/12 5:29AM (Fr) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$825.00  |         |
| 5.0  | Spot | 5:00:00AM- 5:30:00AM | Day,M-2                      | 10/22/12 4:58AM (Mo) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$825.00  |         |
| 5.0  | Spot | 5:00:00AM- 5:30:00AM | Day,M-2                      | 10/22/12 5:28AM (Mo) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$825.00  |         |
| 6.0  | Spot | 5:30:00AM- 6:00:00AM | Per week (1),Mo,Tu,We,Th,Fr  | 10/15/12 5:29AM (Mo) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ0  | \$700.00  |         |
| 7.0  | Spot | 5:30:00AM- 6:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/15/12 5:54AM (Mo) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ0  | \$700.00  |         |
| 7.0  | Spot | 5:30:00AM- 6:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/16/12 5:52AM (Tu) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ0  | \$700.00  |         |
| 7.0  | Spot | 5:30:00AM- 6:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/17/12 5:52AM (We) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$700.00  |         |
| 7.0  | Spot | 5:30:00AM- 6:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/18/12 5:43AM (Th) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$700.00  |         |
| 7.0  | Spot | 5:30:00AM- 6:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/19/12 5:51AM (Fr) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$700.00  |         |
| 8.0  | Spot | 5:30:00AM- 6:00:00AM | Day,M-1                      | 10/22/12 5:53AM (Mo) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A      | NCSC001BANJ02 | \$700.00  |         |
| 9.0  | Spot | 7:00:00AM- 8:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/15/12 7:28AM (Mo) | 00:30  | GOOD MORNING AMERICA 7A-8A             | NCSC001BANJ0  | \$1700.00 |         |
| 9.0  | Spot | 7:00:00AM- 8:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/16/12 7:28AM (Tu) | 00:30  | GOOD MORNING AMERICA 7A-8A             | NCSC001BANJ0  | \$1700.00 |         |
| 9.0  | Spot | 7:00:00AM- 8:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/17/12 7:29AM (We) | 00:30  | GOOD MORNING AMERICA 7A-8A             | NCSC001BANJ02 | \$1700.00 |         |
| 9.0  | Spot | 7:00:00AM- 8:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/18/12 7:25AM (Th) | 00:30  | GOOD MORNING AMERICA 7A-8A             | NCSC001BANJ02 | \$1700.00 |         |
| 9.0  | Spot | 7:00:00AM- 8:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/19/12 7:27AM (Fr) | 00:30  | GOOD MORNING AMERICA 7A-8A             | NCSC001BANJ02 | \$1700.00 |         |
| 10.0 | Spot | 7:00:00AM- 8:00:00AM | Day,M-1                      | 10/22/12 7:27AM (Mo) | 00:30  | GOOD MORNING AMERICA 7A-8A             | NCSC001BANJ02 | \$1700.00 |         |
| 11.0 | Spot | 8:00:00AM- 9:00:00AM | Per week (1),Mo,Tu,We,Th,Fr  | 10/18/12 8:29AM (Th) | 00:30  | GOOD MORNING AMERICA M-F<br>8A-9A      | NCSC001BANJ02 | \$1600.00 |         |
| 12.0 | Spot | 8:00:00AM- 9:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/15/12 8:53AM (Mo) | 00:30  | GOOD MORNING AMERICA M-F<br>8A-9A      | NCSC001BANJ0  | \$1600.00 |         |
| 12.0 | Spot | 8:00:00AM- 9:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/16/12 8:53AM (Tu) | 00:30  | GOOD MORNING AMERICA M-F<br>8A-9A      | NCSC001BANJ0  | \$1600.00 |         |
| 12.0 | Spot | 8:00:00AM- 9:00:00AM | Per week (5),Mo,Tu,We,Th,Fr  | 10/17/12 8:40AM (We) | 00:30  | GOOD MORNING AMERICA M-F<br>8A-9A      | NCSC001BANJ02 | \$1600.00 |         |



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| Line | Type | Scheduled             | Schedule Days to Run             | Air Time              | Length | Program                        | Copy/ISC     | Amount    | Remarks |
|------|------|-----------------------|----------------------------------|-----------------------|--------|--------------------------------|--------------|-----------|---------|
| 12.0 | Spot | 8:00:00AM- 9:00:00AM  | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 8:28AM (Fr)  | 00:30  | GOOD MORNING AMERICA M-F 8A-9A | NCS001BANJ02 | \$1600.00 |         |
| 12.0 | Spot | 8:00:00AM- 9:00:00AM  | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 8:59AM (Fr)  | 00:30  | GOOD MORNING AMERICA M-F 8A-9A | NCS001BANJ02 | \$1600.00 |         |
| 13.0 | Spot | 8:00:00AM- 9:00:00AM  | Day, M-1                         | 10/22/12 8:55AM (Mo)  | 00:30  | GOOD MORNING AMERICA M-F 8A-9A | NCS001BANJ02 | \$1600.00 |         |
| 14.0 | Spot | 6:00:00AM- 7:00:00AM  | Day, Sa-1                        | 10/13/12 6:14AM (Sa)  | 00:30  | EYEWITNESS NEWS SATURDAY 6A    | NCS001BANJ0  | \$500.00  |         |
| 14.0 | Spot | 6:00:00AM- 7:00:00AM  | Day, Sa-1                        | 10/20/12 6:59AM (Sa)  | 00:30  | EYEWITNESS NEWS SATURDAY 6A    | NCS001BANJ02 | \$500.00  |         |
| 15.0 | Spot | 7:00:00AM- 8:00:00AM  | Day, Sa-1                        | 10/13/12 7:29AM (Sa)  | 00:30  | EYEWITNESS NEWS SATURDAY 7A    | NCS001BANJ0  | \$550.00  |         |
| 16.0 | Spot | 8:00:00AM- 9:00:00AM  | Day, Sa-1                        | 10/13/12 8:47AM (Sa)  | 00:30  | Good Morning America Saturday  | NCS001BANJ0  | \$800.00  |         |
| 16.0 | Spot | 8:00:00AM- 9:00:00AM  | Day, Sa-1                        | 10/20/12 8:42AM (Sa)  | 00:30  | Good Morning America Saturday  | NCS001BANJ02 | \$800.00  |         |
| 17.0 | Spot | 6:00:00AM- 7:00:00AM  | Day, Su-1                        | 10/14/12 6:40AM (Su)  | 00:30  | EYEWITNESS NEWS SUNDAY 6-8A    | NCS001BANJ0  | \$450.00  |         |
| 17.0 | Spot | 6:00:00AM- 7:00:00AM  | Day, Su-1                        | 10/21/12 6:28AM (Su)  | 00:30  | EYEWITNESS NEWS SUNDAY 6-8A    | NCS001BANJ02 | \$450.00  |         |
| 18.0 | Spot | 7:00:00AM- 8:00:00AM  | Day, Su-1                        | 10/14/12 7:14AM (Su)  | 00:30  | EYEWITNESS NEWS SUNDAY 6-8A    | NCS001BANJ0  | \$500.00  |         |
| 18.0 | Spot | 7:00:00AM- 8:00:00AM  | Day, Su-1                        | 10/21/12 7:40AM (Su)  | 00:30  | EYEWITNESS NEWS SUNDAY 6-8A    | NCS001BANJ02 | \$500.00  |         |
| 19.0 | Spot | 8:00:00AM- 9:00:00AM  | Day, Su-1                        | 10/14/12 8:41AM (Su)  | 00:30  | GOOD MORNING AMERICA SUNDAY    | NCS001BANJ0  | \$800.00  |         |
| 19.0 | Spot | 8:00:00AM- 9:00:00AM  | Day, Su-1                        | 10/21/12 8:46AM (Su)  | 00:30  | GOOD MORNING AMERICA SUNDAY    | NCS001BANJ02 | \$800.00  |         |
| 20.0 | Spot | 9:00:00AM-10:00:00AM  | Per week (1), Mo, Tu, We, Th, Fr | 10/16/12 9:56AM (Tu)  | 00:30  | LIVE! WITH KELLY               | NCS001BANJ0  | \$500.00  |         |
| 21.0 | Spot | 9:00:00AM-10:00:00AM  | Day, M-1                         | 10/22/12 9:55AM (Mo)  | 00:30  | LIVE! WITH KELLY               | NCS001BANJ02 | \$500.00  |         |
| 22.0 | Spot | 9:00:00AM-10:00:00AM  | Per week (5), Mo, Tu, We, Th, Fr | 10/15/12 9:57AM (Mo)  | 00:30  | LIVE! WITH KELLY               | NCS001BANJ0  | \$600.00  |         |
| 22.0 | Spot | 9:00:00AM-10:00:00AM  | Per week (5), Mo, Tu, We, Th, Fr | 10/16/12 9:37AM (Tu)  | 00:30  | LIVE! WITH KELLY               | NCS001BANJ0  | \$600.00  |         |
| 22.0 | Spot | 9:00:00AM-10:00:00AM  | Per week (5), Mo, Tu, We, Th, Fr | 10/17/12 9:37AM (We)  | 00:30  | LIVE! WITH KELLY               | NCS001BANJ02 | \$600.00  |         |
| 22.0 | Spot | 9:00:00AM-10:00:00AM  | Per week (5), Mo, Tu, We, Th, Fr | 10/18/12 9:47AM (Th)  | 00:30  | LIVE! WITH KELLY               | NCS001BANJ02 | \$600.00  |         |
| 22.0 | Spot | 9:00:00AM-10:00:00AM  | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 9:30AM (Fr)  | 00:30  | LIVE! WITH KELLY               | NCS001BANJ02 | \$600.00  |         |
| 23.0 | Spot | 10:00:00AM-11:00:00AM | Per week (1), Mo, Tu, We, Th, Fr | 10/18/12 10:49AM (Th) | 00:30  | KATIE COURIC                   | NCS001BANJ02 | \$600.00  |         |
| 24.0 | Spot | 10:00:00AM-11:00:00AM | Day, M-1                         | 10/22/12 10:49AM (Mo) | 00:30  | KATIE COURIC                   | NCS001BANJ02 | \$600.00  |         |
| 25.0 | Spot | 10:00:00AM-11:00:00AM | Per week (5), Mo, Tu, We, Th, Fr | 10/15/12 10:46AM (Mo) | 00:30  | KATIE COURIC                   | NCS001BANJ0  | \$700.00  |         |
| 25.0 | Spot | 10:00:00AM-11:00:00AM | Per week (5), Mo, Tu, We, Th, Fr | 10/16/12 10:56AM (Tu) | 00:30  | KATIE COURIC                   | NCS001BANJ0  | \$700.00  |         |
| 25.0 | Spot | 10:00:00AM-11:00:00AM | Per week (5), Mo, Tu, We, Th, Fr | 10/17/12 10:57AM (We) | 00:30  | KATIE COURIC                   | NCS001BANJ02 | \$700.00  |         |
| 25.0 | Spot | 10:00:00AM-11:00:00AM | Per week (5), Mo, Tu, We, Th, Fr | 10/18/12 10:30AM (Th) | 00:30  | KATIE COURIC                   | NCS001BANJ02 | \$700.00  |         |
| 25.0 | Spot | 10:00:00AM-11:00:00AM | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 10:30AM (Fr) | 00:30  | KATIE COURIC                   | NCS001BANJ02 | \$700.00  |         |
| 26.0 | Spot | 12:00:00PM- 1:00:00PM | Per week (1), Mo, Tu, We, Th, Fr | 10/18/12 12:41PM (Th) | 00:30  | EYEWITNESS NEWS 12P            | NCS001BANJ02 | \$650.00  |         |
| 27.0 | Spot | 12:00:00PM- 1:00:00PM | Day, M-1                         | 10/22/12 12:58PM (Mo) | 00:30  | EYEWITNESS NEWS 12P            | NCS001BANJ02 | \$650.00  |         |
| 28.0 | Spot | 12:00:00PM- 1:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/15/12 12:55PM (Mo) | 00:30  | EYEWITNESS NEWS 12P            | NCS001BANJ0  | \$900.00  |         |
| 28.0 | Spot | 12:00:00PM- 1:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/16/12 12:38PM (Tu) | 00:30  | EYEWITNESS NEWS 12P            | NCS001BANJ0  | \$900.00  |         |
| 28.0 | Spot | 12:00:00PM- 1:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/17/12 12:28PM (We) | 00:30  | EYEWITNESS NEWS 12P            | NCS001BANJ02 | \$900.00  |         |
| 28.0 | Spot | 12:00:00PM- 1:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/18/12 12:14PM (Th) | 00:30  | EYEWITNESS NEWS 12P            | NCS001BANJ02 | \$900.00  |         |
| 28.0 | Spot | 12:00:00PM- 1:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 12:29PM (Fr) | 00:30  | EYEWITNESS NEWS 12P            | NCS001BANJ02 | \$900.00  |         |
| 29.0 | Spot | 12:00:00PM-12:30:00PM | Day, Sa-1                        | 10/13/12 12:00PM (Sa) | 00:30  | College Football Doubleheader  | NCS001BANJ0  | \$600.00  |         |
| 29.0 | Spot | 12:00:00PM-12:30:00PM | Day, Sa-1                        | 10/20/12 12:00PM (Sa) | 00:30  | College Football Doubleheader  | NCS001BANJ02 | \$600.00  |         |
| 30.0 | Spot | 12:00:00PM-12:30:00PM | Day, Su-1                        | 10/14/12 12:10PM (Su) | 00:30  | EYEWITNESS NEWS 12P SA-SU      | NCS001BANJ0  | \$625.00  |         |
| 30.0 | Spot | 12:00:00PM-12:30:00PM | Day, Su-1                        | 10/21/12 12:11PM (Su) | 00:30  | EYEWITNESS NEWS 12P SA-SU      | NCS001BANJ02 | \$625.00  |         |



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## DUPLICATE INVOICE

| Line | Type | Scheduled            | Schedule Days to Run             | Air Time             | Length | Program                             | Copy/ISC             | Amount    | Remarks  |
|------|------|----------------------|----------------------------------|----------------------|--------|-------------------------------------|----------------------|-----------|----------|
| 31.0 | Spot | 4:00:00PM- 5:00:00PM | Per week (1), Mo, Tu, We, Th, Fr | 10/19/12 4:55PM (Fr) | 00:30  | DR. OZ SHOW                         | NCS001BANJC2         | \$850.00  |          |
| 32.0 | Spot | 4:00:00PM- 5:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/15/12 4:16PM (Mo) | 00:30  | DR. OZ SHOW                         | NCS001BANJC          | \$850.00  |          |
| 32.0 | Spot | 4:00:00PM- 5:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/16/12 4:23PM (Tu) | 00:30  | DR. OZ SHOW                         | NCS001BANJC          | \$850.00  |          |
| 32.0 | Spot | 4:00:00PM- 5:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/17/12 4:20PM (We) | 00:30  | DR. OZ SHOW                         | NCS001BANJC2         | \$850.00  |          |
| 32.0 | Spot | 4:00:00PM- 5:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/18/12 4:14PM (Th) | 00:30  | DR. OZ SHOW                         | NCS001BANJC2         | \$850.00  |          |
| 32.0 | Spot | 4:00:00PM- 5:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 4:14PM (Fr) | 00:30  | DR. OZ SHOW                         | NCS001BANJC2         | \$850.00  |          |
| 33.0 | Spot | 4:00:00PM- 5:00:00PM | Day, M-1                         | 10/22/12 4:56PM (Mo) | 00:30  | DR. OZ SHOW                         | NCS001BANJC2         | \$850.00  |          |
| 34.0 | Spot | 5:30:00PM- 6:00:00PM | Per week (1), Mo, Tu, We, Th, Fr | 10/16/12 5:58PM (Tu) | 00:30  | EYEWITNESS NEWS 530P                | NCS001BANJC          | \$1700.00 |          |
| 35.0 | Spot | 5:30:00PM- 6:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/15/12 5:57PM (Mo) | 00:30  | EYEWITNESS NEWS 530P                | NCS001BANJC          | \$1700.00 |          |
| 35.0 | Spot | 5:30:00PM- 6:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/16/12 5:42PM (Tu) | 00:30  | EYEWITNESS NEWS 530P                | NCS001BANJC          | \$1700.00 |          |
| 35.0 | Spot | 5:30:00PM- 6:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/17/12 5:44PM (We) | 00:30  | EYEWITNESS NEWS 530P                | NCS001BANJC2         | \$1700.00 |          |
| 35.0 | Spot | 5:30:00PM- 6:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/18/12 5:41PM (Th) | 00:30  | EYEWITNESS NEWS 530P                | NCS001BANJC2         | \$1700.00 |          |
| 35.0 | Spot | 5:30:00PM- 6:00:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 5:43PM (Fr) | 00:30  | EYEWITNESS NEWS 530P                | NCS001BANJC2         | \$1700.00 |          |
| 36.0 | Spot | 5:30:00PM- 6:00:00PM | Day, M-1                         | 10/22/12 5:42PM (Mo) | 00:30  | EYEWITNESS NEWS 530P                | NCS001BANJC2         | \$1700.00 |          |
| 37.0 | Spot | 6:00:00PM- 6:30:00PM | Per week (1), Mo, Tu, We, Th, Fr | 10/16/12 6:29PM (Tu) | 00:30  | EYEWITNESS NEWS 6P                  | NCS001BANJC          | \$2000.00 |          |
| 38.0 | Spot | 6:00:00PM- 6:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/15/12 6:29PM (Mo) | 00:30  | EYEWITNESS NEWS 6P                  | NCS001BANJC          | \$2000.00 |          |
| 38.0 | Spot | 6:00:00PM- 6:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/16/12 6:12PM (Tu) | 00:30  | EYEWITNESS NEWS 6P                  | NCS001BANJC          | \$2000.00 |          |
| 38.0 | Spot | 6:00:00PM- 6:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/17/12 6:24PM (We) | 00:30  | EYEWITNESS NEWS 6P                  | NCS001BANJC2         | \$2000.00 |          |
| 38.0 | Spot | 6:00:00PM- 6:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/18/12 6:13PM (Th) | 00:30  | EYEWITNESS NEWS 6P                  | NCS001BANJC2         | \$2000.00 |          |
| 38.0 | Spot | 6:00:00PM- 6:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 6:22PM (Fr) | 00:30  | EYEWITNESS NEWS 6P                  | NCS001BANJC2         | \$2000.00 |          |
| 39.0 | Spot | 6:00:00PM- 6:30:00PM | Day, M-1                         | 10/22/12 6:27PM (Mo) | 00:30  | EYEWITNESS NEWS 6P                  | NCS001BANJC2         | \$2000.00 |          |
| 40.0 | Spot | 7:00:00PM- 7:30:00PM | Day, Sa-1                        | 10/20/12 7:54PM (Sa) | 00:30  | EYEWITNESS NEWS 7P SATURDAY         | NCS001BANJC2         | \$900.00  |          |
| 40.0 | Spot |                      |                                  | 10/13/12             |        |                                     | 1 preempt @ \$900.00 | \$0.00    | Pre-empt |
| 41.0 | Spot | 7:00:00PM- 7:30:00PM | Per week (1), Mo, Tu, We, Th, Fr | 10/19/12 6:59PM (Fr) | 00:30  | INSIDE EDITION                      | NCS001BANJC2         | \$2000.00 |          |
| 42.0 | Spot | 7:00:00PM- 7:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/15/12 7:11PM (Mo) | 00:30  | INSIDE EDITION                      | NCS001BANJC          | \$2000.00 |          |
| 42.0 | Spot | 7:00:00PM- 7:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/15/12 7:26PM (Mo) | 00:30  | INSIDE EDITION                      | NCS001BANJC          | \$2000.00 |          |
| 42.0 | Spot | 7:00:00PM- 7:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/17/12 7:21PM (We) | 00:30  | INSIDE EDITION                      | NCS001BANJC2         | \$2000.00 |          |
| 42.0 | Spot | 7:00:00PM- 7:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/18/12 7:13PM (Th) | 00:30  | INSIDE EDITION                      | NCS001BANJC2         | \$2000.00 |          |
| 42.0 | Spot | 7:00:00PM- 7:30:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 7:28PM (Fr) | 00:30  | ENTERTAINMENT TONIGHT               | NCS001BANJC2         | \$2000.00 |          |
| 43.0 | Spot | 7:00:00PM- 7:30:00PM | Day, M-1                         | 10/22/12 7:17PM (Mo) | 00:30  | INSIDE EDITION                      | NCS001BANJC2         | \$2000.00 |          |
| 44.0 | Spot | 7:30:00PM- 7:56:00PM | Per week (1), Mo, Tu, We, Th, Fr | 10/15/12 7:42PM (Mo) | 00:30  | ENTERTAINMENT TONIGHT               | NCS001BANJC          | \$2900.00 |          |
| 45.0 | Spot | 7:30:00PM- 7:56:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/15/12 7:59PM (Mo) | 00:30  | Dancing With The Stars              | NCS001BANJC          | \$2900.00 |          |
| 45.0 | Spot | 7:30:00PM- 7:56:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/16/12 7:59PM (Tu) | 00:30  | DANCING WITH THE STARS RESULTS SHOW | NCS001BANJC          | \$2900.00 |          |
| 45.0 | Spot | 7:30:00PM- 7:56:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/18/12 7:39PM (Th) | 00:30  | ENTERTAINMENT TONIGHT               | NCS001BANJC2         | \$2900.00 |          |
| 45.0 | Spot | 7:30:00PM- 7:56:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/18/12 7:55PM (Th) | 00:30  | ENTERTAINMENT TONIGHT               | NCS001BANJC2         | \$2900.00 |          |
| 45.0 | Spot | 7:30:00PM- 7:56:00PM | Per week (5), Mo, Tu, We, Th, Fr | 10/19/12 7:47PM (Fr) | 00:30  | ENTERTAINMENT TONIGHT               | NCS001BANJC2         | \$2900.00 |          |
| 46.0 | Spot | 7:30:00PM- 7:56:00PM | Day, M-1                         | 10/22/12 7:40PM (Mo) | 00:30  | ENTERTAINMENT TONIGHT               | NCS001BANJC2         | \$2900.00 |          |
| 47.0 | Spot | 7:00:00AM- 8:00:00AM | Per week (1), Mo, Tu, We, Th, Fr | 10/15/12 7:55AM (Mo) | 00:30  | GOOD MORNING AMERICA 7A-8A          | NCS001BANJC          | \$1700.00 |          |
| 48.0 | Spot | 5:00:00AM- 5:30:00AM | Per week (2), Mo, Tu, We, Th, Fr | 10/16/12 5:14AM (Tu) | 00:30  | EYEWITNESS NEWS DAYBREAK 5A-6A      | NCS001BANJC          | \$825.00  |          |



WSOC-TV  
P.O. Box 37001  
Charlotte, NC 28237  
ph: (704) 335-4800  
fx: (704) 335-4960

**Advertiser** Pol/Iss/NC Supreme Court Race (17043)  
**Agency** Innovative Advertising (2144)  
**Buyer** GUERRA, HEIDI  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
ph: (555) 555-5555

**Product** Political - Issue (1068)  
**Brand** 1000 NC SUPR CT (139526)  
**Acct Types** National/Political  
**Est/Headline** 1000/06371426  
**Demo**  
**Revision**  
**Comments**

NC SUPREME COURT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

**Invoice** 645826  
**Inv Date** 10/28/2012  
**Terms** Net 30  
**Contract** 336636  
**Bill Type** Standard  
**Period** 10/1/2012 - 10/28/2012

**CO-OP/Order Type** No/Normal  
**Package**  
**Gen. Date** 10/31/2012 11:33:59AM

**Innovative Advertising**  
403 North Columbia Street  
Covington, LA 70433

AgM

Charlotte (WSOC)

## DUPLICATE INVOICE

| Line | Type | Scheduled            | Schedule Days to Run             | Air Time             | Length | Program                           | Copy/ISC       | Amount   | Remarks        |
|------|------|----------------------|----------------------------------|----------------------|--------|-----------------------------------|----------------|----------|----------------|
| 48.0 | Spot | 5:00:00AM- 5:30:00AM | Per week (2), Mo, Tu, We, Th, Fr | 10/19/12 5:12AM (Fr) | 00:30  | EYEWITNESS NEWS DAYBREAK<br>5A-6A | NCSCD01.BANJC2 | \$825.00 |                |
| 49.0 | Spot | 6:30:00PM- 7:00:00PM | Per week (1), Th                 | 10/18/12 6:56PM (Th) | 00:30  | ABC WORLD NEWS TONIGHT            | NCSCD01.BANJC2 | \$900.00 | M/G For 40.0.1 |

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

|             |               |             |     |
|-------------|---------------|-------------|-----|
| Gross Total | \$134,150.00  | Total Spots | 115 |
| Commission  | (\$20,122.50) |             |     |
| Net Total   | \$114,027.50  |             |     |